



Director of Marketing & Sport Development

Pickleball New Brunswick

POSITION DESCRIPTION

TO APPLY

PHONE
(506) 476-9855

WEBSITE
www.pickleballnb.com

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PBNB.membership@outlook.com

Position Overview

The Director of Marketing and Sport Development is responsible of the development and growth strategy of Pickleball in New Brunswick as well as overseeing Marketing and Communication Strategy to execute the over Plan.

Role and Responsibilities

- Responsible for a growth strategy and plan for Pickleball NB including but not limited to:
 - Working with various levels of Government (funding programs and school integration)
 - Working with the various clubs in the province
 - Working with potential new clubs
- Corporate sponsorship strategy and program.
- Responsible for a strategic Marketing and Government relations strategy and plan including:
 - Advertising and promotional initiatives
 - All public facing promotional initiatives:
 - Website
 - Promotional materials
 - Promotional campaigns

Skills

- Have good communications skills in both official language
- Ability/experience in managing a group/committee
- Have strategic marketing experience
- An understanding of government relations

Other

The Director of Marketing and Sport Development shall not receive any monetary compensation for their role at PBNB.

The terms of office are set at 3 years and no more than 2 consecutive terms.